

## CLAIM

What is claimed is:

1. A method of operating a boat club comprising:

maintaining a plurality of boats for use by members of said boat club;

selling memberships in said boat club covering a membership period designated by said boat club;

wherein memberships are sold by units, each membership unit entitling a member who has purchased said membership unit to a fixed number of days during said membership period that said member may exclusively use a particular one of said boats, said fixed number of days being identical for each of said membership units, and wherein said particular one of said boats to be used during said membership period by said member is to be selected by said member for said membership period; and

limiting the number of said membership units for which said particular one of said boats for said membership period may be selected such that the combined fixed number of days for all of said membership units for which said particular one of said boats is selected is shorter than said membership period.